

From: Erin Kelly
Sent: Thu, 3 Feb 2022 15:51:29 +0000
To: Steinbachs, John; Ghadiali, Jennifer; Lee Thompson; Natalia Lioutaia
Cc: Hopgood, Cameron D; Sloly, Peter; Ferguson, Patricia K; Gauthier, Michelle
Subject: [EXTERNAL] Alberta effect
Attachments: Alberta scenario.png

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Hi team.

We ran the scenario the Chief asked "What if we were to take further action and what happened in Alberta were to happen in Ottawa?"

Answer: Currently, under 10% of people in Ottawa are expressing deep concern about how the trucker convoy is being handled. Most of these people are downtown. If you were to take an Alberta-type action, you would get a 10% lift in opinion from centretown residents because they are happy you took action, but you would take a 50% hit from residents in other parts of the city who are currently not expressing any concern with the situation. If things went south like in Alberta, they would blame the Ottawa police for the misstep.

I have attached the table with the analysis.

Erin

Erin Kelly
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Bookings:
<https://bit.ly/ASIErin> [bit.ly]

From: Steinbachs, John <SteinbachsJ@ottawapolice.ca>
Sent: January 30, 2022 3:42 PM
To: Erin Kelly <erin.kelly@advancedsymbolics.com>; Ghadiali, Jennifer <GhadialiJ@ottawapolice.ca>; Lee Thompson <lee.thompson@advancedsymbolics.com>; Natalia Lioutaia <natalia.lioutaia@advancedsymbolics.com>
Cc: Hopgood, Cameron D <HopgoodC@ottawapolice.ca>; Sloly, Peter <SlolyP@ottawapolice.ca>; Ferguson, Patricia K <FergusonP@ottawapolice.ca>; Gauthier, Michelle <GauthierM@ottawapolice.ca>
Subject: RE: Weekend Sentiment

Unclassified

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Thank you

From: Erin Kelly <erin.kelly@advancedsymbolics.com>
Sent: Sunday, January 30, 2022 3:41 PM
To: Ghadiali, Jennifer <GhadialiJ@ottawapolice.ca>; Steinbachs, John <SteinbachsJ@ottawapolice.ca>; Lee Thompson <lee.thompson@advancedsymbolics.com>; Natalia Lioutaia <natalia.lioutaia@advancedsymbolics.com>
Cc: Hopgood, Cameron D <HopgoodC@ottawapolice.ca>; Sloly, Peter <SlolyP@ottawapolice.ca>; Ferguson, Patricia K <FergusonP@ottawapolice.ca>; Gauthier, Michelle <GauthierM@ottawapolice.ca>
Subject: [EXTERNAL] RE: Weekend Sentiment

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Hi team,

Yes, we will be able to provide this to you tomorrow.

Erin

Erin Kelly
CEO
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+1. **RE. RE. RED**
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<https://bit.ly/ASIErin> [bit.ly]

From: Ghadiali, Jennifer <GhadialiJ@ottawapolice.ca>
Sent: January 30, 2022 3:32 PM
To: Steinbachs, John <SteinbachsJ@ottawapolice.ca>; Erin Kelly <erin.kelly@advancedsymbolics.com>; Lee Thompson <lee.thompson@advancedsymbolics.com>; Natalia Lioutaia <natalia.lioutaia@advancedsymbolics.com>
Cc: Hopgood, Cameron D <HopgoodC@ottawapolice.ca>; Sloly, Peter <SlolyP@ottawapolice.ca>; Ferguson, Patricia K <FergusonP@ottawapolice.ca>; Gauthier, Michelle <GauthierM@ottawapolice.ca>
Subject: Re: Weekend Sentiment

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Hello Erin, Lee and Natalia,

Just following up on John's message from this morning. Hoping you can confirm what information your team will be able to provide and timelines.

Thanks,

Jen Ghadiali

Get [Outlook for Android \[aka.ms\]](#)

From: Steinbachs, John <SteinbachsJ@ottawapolice.ca>

Sent: Sunday, January 30, 2022, 8:13 a.m.

To: Erin Kelly; Lee Thompson

Cc: Hopgood, Cameron D; Ghadiali, Jennifer; Sloly, Peter; Ferguson, Patricia K; Gauthier, Michelle

Subject: Weekend Sentiment

Unclassified

Erin and Lee,

Are there any sentiment indicators you can provide us related to public sentiment on:

The weekend demonstrations in general

The management of the protest in the core

Performance/response of Ottawa Police and policing partners

Any key issues/complaints related to the demonstration

Please advise if this is possible today and on Monday morning. Cam and Jen will be your contacts.

John

baseline

Key	Engage..	Negative	Neutral	Positive
IMPACT ON Ottawa Police..	178,549	62%	3%	35%

MT

impact on	impact due to	Negative	Neutral	Positive
IMPACT.ON.Ottawa.Polic..	RCMP.alberta.standoff	50.00	39.00	12.00